

APPROACHABLE | Was the Employee's airport badge or other identification visible?

Yes – The employee's airport badge or other identification was visible If the lanyard or badge card was partially obstructed (for example under a jacket), but was there, please answer this question Yes. This should be answered yes if any branded ID is visible. This could be a police or TSA badge, a company name tag, etc. If any portion of the badge is visible, score the question Yes. Some companies/positions do not have need for an airport badge.

No – The employee's airport badge or other identification was not visible.
If no, please explain.

1. APPROACHABLE | Was the employee clean, neat and in appropriate attire?

Yes – The employee was dressed appropriately and represented LAX in a positive manner.

No - The employee was not dressed appropriately. They were out of uniform or wore wrinkled, holey or stained clothing.

If no, please explain.

2. EFFICIENT & EFFECTIVE | How long did you wait in line before placing your order?

Time should be specified.

3. COURTEOUS | Were you greeted by the employee in a hospitable and memorable manner showcasing the lifestyle and warmth of sunny Southern California?

LAXceptional Experience – The employee was friendly, approachable, and gave a sincere greeting that was **TWO PARTS** and included several of the following: a smile, pleasant tone of voice, great eye contact, friendly gestures, use of passenger's name. They created an Xceptional Xperience. A simple, pleasant greeting does NOT qualify as Xceptional.

Area of Opportunity – Greeting was ONE part, no greeting was given, **greeting was NOT exceptional.** It was rote, monotone, routine, mechanical or was unfriendly or sharp. Employee was rude or uninterested.

3a. What was the greeting used by the employee?

Text Box

4. RESPONSIVE | Did the employee listen attentively while taking your order?

LAXceptional Experience – The employee actively listened and provided accurate and meaningful responses. May also have made good eye contact, smiled, used a pleasant tone of voice, or used friendly gestures.

Area of Opportunity – The employee did not listen, did not respond or carried on other conversations while speaking with you.

5. **What was the open-ended product-related question you asked to assess the employee's menu knowledge?**

Text Box

6. **INFORMATIVE | Was the employee knowledgeable about the menu?**

LAXceptional Experience – The employee was knowledgeable about the menu and could easily explain menu choices in detail.

Area of Opportunity – The employee was not knowledgeable about the menu items and could not explain in detail.

7. **RESPONSIVE | Did the employee suggest additional items or upsell?**

LAXceptional Experience – The employee presented alternative, additional items or higher price point choices.

Area of Opportunity – The employee did not present alternative or additional items, asked questions such as “Will that be all?” or “Is there anything else?”

8. **RESPONSIVE | Did you feel the employee's primary goal was to serve the customers?**

LAXceptional Experience – The employee's focus was very customer centric

Area of Opportunity – The employee was not entirely customer focused and may have been involved in tasks such as prepping or stocking. Or employee may have been conversing with other team members on non-work related topics, etc.

Please comment on questions 4-8 below:

Text Box

Did the same employee take your order and complete your transaction at the register?

Yes – If yes, please skip to question 18.

No – If no, please answer the next section completely.

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No – The employee's airport badge or other identification was not visible.


If no, please explain.

9. **EFFICIENT & EFFECTIVE | Was the employee accurate in handling the transaction?**

LAXceptional Experience – The employee handled the transaction in an accurate and efficient manner.

Area of Opportunity – The employee did not handle the transaction accurately.

10. **RESPONSIVE | Were you offered a receipt without having to request it?**
Yes
No
11. **COURTEOUS | Were you thanked?**
LAXceptional Experience – The employee said the words “thank you” or “thanks.”
Area of Opportunity – The employee did not say the words “thank you” or used such terms as “My pleasure” or “You’re welcome.”
12. **COURTEOUS | Were you offered a parting remark by the employee in a hospitable and memorable manner showcasing the lifestyle and warmth of sunny Southern California?**
LAXceptional Experience – The employee was friendly, approachable, and gave a sincere, upbeat parting remark that may have included several of the following: a smile, pleasant tone of voice, great eye contact, friendly gestures, use of passenger’s name. It was not average, **but an Xceptional Xperience**. Anything less than exceptional is still an area of opportunity. A simple, pleasant routine remark such as, “Have a nice day,” **does NOT** qualify as Xceptional unless it is said in an upbeat, sincere, enthusiastic manner.
Area of Opportunity – Parting remark was rote, monotone, routine or was unfriendly or sharp OR no parting remark was given OR employee was rude or uninterested.
13. **COURTEOUS | What was the parting remark?**
Text Box
14. **EFFICIENT & EFFECTIVE | How long did it take to receive your order after it was placed?**
Indicate exact time
15. **RESPONSIVE | Were napkins and condiments easily accessible, pointed out or provided in your bag?**
Yes
No
16. **What airport-related question did you ask?**
Text Box
17. **INFORMATIVE | Did the Employee demonstrate knowledge of the airport?**
Yes
No
- Please comment on Questions 9 – 17**
18. **Were the counters and register area wiped clean? (Free of food, spills, straw wrappers, etc.)**
Yes
No

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19. **Was the signage displayed in a clear and professional manner?**
Yes
No
20. **How was the quality and temperature of your food?**
Please explain
21. **Did you feel that the item you purchased was an acceptable value for the price paid?**
Yes – The item purchased was an acceptable value for the price paid. Was comparably priced to a non-airport
No – The item purchase was not an acceptable value for the price paid. It was overpriced
If no, please explain
22. **Were any boxes or clutter visible from stocking or merchandising?**
Yes
No
23. **Were any employees observed eating or any employee food or beverages visible?**
Yes
No